

Music In Edina Working Group Report

February 2014

We had our fourth official Working Group meeting at the Senior Center on Feb 5th, 2014. See the attached minutes for more detail.

MUSIC IN THE PARKS:

Dates are set for Music in the Parks – 6-9 pm on Fridays

- June 13 – 1st Concert - Possibly Edina School band/choir/Senior Singers to get community involvement – lots of prizes, etc.
- June 20 – Michael Monroe?
- June 27 – TBD
- July 4 - Sousa band
- July 11 - TBD
- July 18 - Patty and Paul Peterson?
- July 25 - TBD

Budget – Band costs will range from \$400-\$1000. Still unsure of city related costs at this time (permits, clean up, security).

1. We will use our \$10,000 as seed money, but are ready to raise money to be able to give back money to school art programs or whatever the Arts and Culture Commission decide. Need to move quickly however.
2. Meeting with Braemar Golf Course next week regarding Winter Concert Series at their facility – costs, etc.
3. Need help from visual arts for logos, backdrops with sponsors names, etc. Ideas? The city said they would be happy to help with their internal people as well.
4. Run ads on Channel 6 for Music In the Parks Series - Hafed, you're the film expert....ideas?
5. Soon as snow melts, evaluate Show Mobile –possible repaint/repair...
6. Fundraising - Met with Councilman Josh Sprague, and he and City Manager Neal said that we can accept gifts, made out to the City of Edina, with the Arts and Culture Commission in the memo section. Manager Neal says "A gift to the city for that purpose has the same tax treatment as a gift to any other nonprofit or foundation." The Arts and Culture Commission can decide from there how to use/distribute the funds. Michael Frey and I are meeting with Think Bank this Wednesday (Feb 26th) to discuss possible sponsorship. Just outlining, as we will await instruction from the Arts and Culture Commission on how we want to deal with donations.
7. Next meeting is set for March 5th at 7 pm at the Senior Center

Many thanks, Paul Peterson

Minutes

February 5, 2014

Music in Edina Working Group

The Music in Edina Working Group met at the Edina Senior Center at 7:00 p.m., February 5, 2014. Commissioner, Paul Peterson opened the meeting with exciting news. The Edina City Council will establish a start-up fund to support art and culture in Edina. The Art and Culture Commission will provide oversight for the fund. Following this announcement, discussion continued as to how this fund might be used to support a music series for the summer.

Additional focus of discussion was initiation of a fund-raising arm to support events/actions contributing to art and culture in Edina. The Art and Culture Commission acts as a conduit to support a wide variety of art and cultural activities, artists, and venues within the city. With this in mind and following research into support through the Edina Foundation, it was decided to move forward in setting up an organization to support fund-raising. Paul Peterson, Commissioner introduced Mr. David Peterson, President, Apply Valley Arts Foundation to share his expertise and a bit of history from the Apple Valley perspective. Mr. Peterson indicated the Arts Foundation stands alone and acts as a catalyst to bring business, city, community, and artists together. He shared information regarding early history, support of city government and support from the Apple Valley community. Paul Peterson commented one of the goals of the Art and Culture Commission is to have quality music within the Edina community and to have a place for musicians to perform.

Further discussion centered upon Braemar Golf Course and Grill as a possible location for winter concerts. This particular location offers lots of opportunity as it already provides a restaurant, seating, and parking. Discussion also included South View Middle School theater as another possible location. A significant focus of the Music in Edina Working Group is to pursue new locations currently available within our community for future concerts and artistic and cultural offerings. Working closely with the Edina Public Schools is part of this plan.

Michael Frey, Director of the Edina Art Center discussed the role of the Art and Cultural Commission, and possible future direction of a "board" to coordinate and further develop a fund-raising support group for the art and cultural effort within Edina.

The meeting ended with discussion about the summer music series. Dates were decided for the summer music series, with focus on June and July, 2014.

Minutes Recorded by Kandace Ellis
Submitted by Paul Peterson
Edina Arts & Culture Commissioner